



BOSE McKINNEY & EVANS LLP

CUSTOMER NUMBER: 25267

2700 First Indiana Plaza
135 North Pennsylvania Street
Indianapolis, Indiana 46204
(317) 684-5000

PATENT APPLICATION

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Art Unit: 3622 }
Atty. Docket: 12166-0002 }
Applicants: Belth }
Invention: MARKETING SYSTEM }
Serial No.: 09/802,492 }
Filed: March 9, 2001 }
Examiner: Young, John L. }

Certificate Under 37 C.F.R. § 1.8(a)

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to the Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

on December 21, 2004

Michael Rich

Dated: December 21, 2004

RESPONSE

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

In response to the Office Action mailed June 23, 2004 ("Office Action") please consider the following amendments and accompanying remarks.

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks begin on page 10 of this paper.